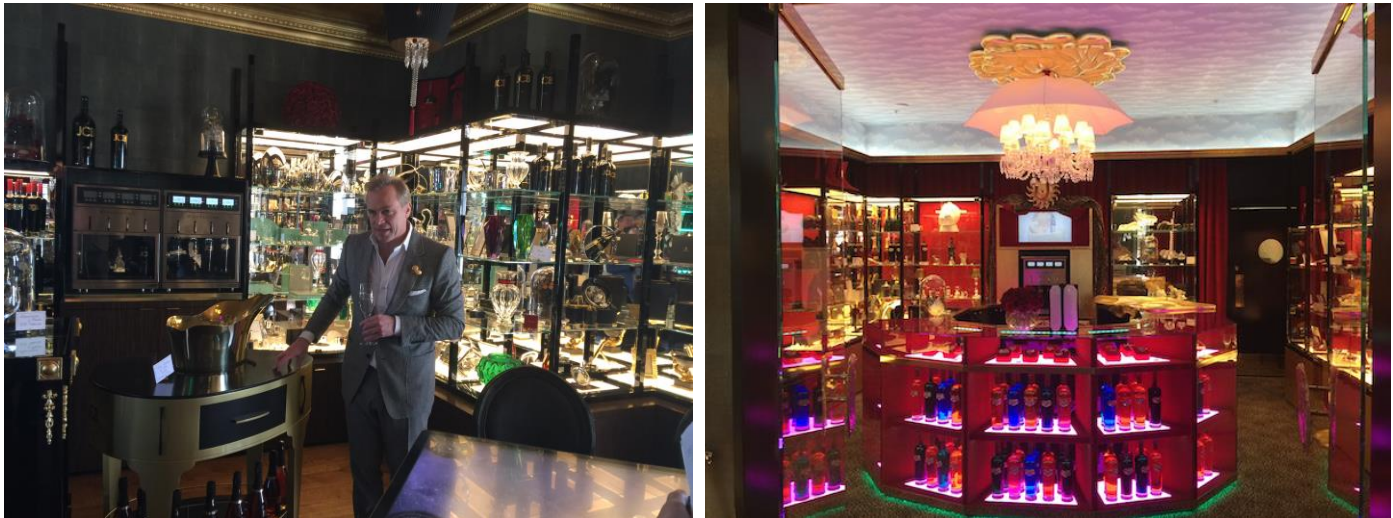


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The Coolest New Destination in Napa Valley is in Yountville

by Cyril Penn | March 1, 2016

I finally had a chance to check out [the new JCB tasting salon](#), retail destination and gourmet deli Jean-Charles Boisset opened across from Bistro Jeanty in Yountville. It really is a must-see destination for tourists, locals and the trade. This is going to be huge.



So many tasting rooms in Napa these days look like they came right out of a Pottery Barn or Restoration Hardware catalogue. The whole modern farmhouse thing is way overdone. Not here. This destination brings Fifth Avenue and the Champs-Élysées together. First and foremost it's about the wine tasting but picture a little mini-Neiman Marcus paired with a deli stocked with heretofore impossible-to-find delicacies and sandwiches.

A retail boutique showcases candles, perfumes, and a curated collection of luxury goods such as Lalique crystal, Baccarat crystal, Christofle silver, and Bernardaud porcelain. A separate space, the "Surrealist Boutique," features Jean-Charles's personally-designed jewelry and Surrealist wines: Each bottle is adorned with jewelry.



One of the highlights is a first-of-its-kind interactive wine tasting experience at a digital touch table created exclusively for the tasting salon. It's the first interactive wine tasting table in the wine industry, created by Ideum. The table guides the curious through a tasting enabling the guests to interact with each other. It is touch interactive with tech sheets tasting notes, and so forth. Once everyone is seated coasters are set along the corners of the table. Tasters are alerted to the wines they'll be trying and are propelled to the town of Yountville and a recording of Jean-Charles talking. There are descriptor words on the back of each wine. Tasters are asked to answer the question, what's your style? They have the opportunity to assign their own descriptor words to drag and drop for each wine. At the end of the tasting, a dashboard confirms their style and the words they assigned to it. Boisset says another table in development will handle eight people and will be all about food, wine, fashion and music.



Check out the painted ceilings and chandeliers.

Jean-Charles Boisset likes to use mirrors at his properties and there are many, even on the ceiling. "We love mirrors because they allow you to see things in multiple ways, see yourself in multiple ways, and - on top of that it makes the room bigger," he says.



As for the food, Atelier by JCB, the gourmet deli adjacent to the tasting salon, includes products sourced locally in Napa and Sonoma alongside producers from France, Italy, Spain and more: salts, peppers and spices, mustards, honey, olive oil and vinegar from Boisset's winery estates, smoked salmon, caviar, anchovies, truffles, foie gras, terrines, charcuterie, more than 120 cheeses, chocolate, specialty teas and coffees. A great place for a sandwich too.

Locals get a flat 10 percent discount.

"We want this place to really celebrate the senses," Boisset says. We don't want to just be a tasting room where you sit, and you've been hit by five wines and we want you to join the club and that's it. We are of course interested in bringing more members into our collection of wines, but we want people to be inspired by the books, by the fabrics, by the arts."

There's a little bondage display in the Surrealist Boutique too, though you have to look for it. Boisset said it's the only piece not for sale though he could have sold it numerous times already, a little item he picked up during a morning jog through Beverly Hills



Cookies from Paris.

"We aren't interested in doing anything average," Boisset said.